

News

L I N K

Turow Receives Kaiser Family Foundation Grant

Supported by a \$96,000 grant from the Kaiser Family Foundation, Professor Joseph Turow will direct a new research effort using content analysis to document television's portrayal of health policy issues in medical dramas.

"Researchers have long recognized that news affects what the general public believes about health care," noted Turow. "What has become increasingly clear in recent years is that fictional television can also play a significant role in shaping public images about the state of our health care system and policy options for improving the delivery of care."

Turow noted that TV dramas reach a much wider audience than most news programs and that entertainment TV's impact can be even more powerful than news in subtly shaping the public's impressions of key societal institutions. "The messages are more engaging, often playing out in compelling human dramas involving characters the audience cares about," he said. "Viewers are taken behind the scenes to see the hidden forces affecting whether there's a happy ending or a sad one. There are good guys and bad guys, heroes and villains, and innocent bystanders.

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CASS SUNSTEIN DELIVERS 10TH ANNUAL ANNENBERG LECTURE

Addressing a topic made particularly urgent after September 11, University of Chicago Law Professor Cass Sunstein delivered the tenth annual Walter and Leonore Annenberg Lecture on October 18, 2001 on "Why Groups Go To Extremes." Sunstein, the Karl L. Llewellyn Distinguished Professor of Jurisprudence at the University of Chicago Law School, examined how exposure to diverse ideas and people can help prevent extremism from prospering.

In an American society that values argumentation and "deliberative democracy," Sunstein said his purpose was to investigate "a striking but largely neglected statistical regularity in deliberative settings — that of group polarization." Defining the process as one in which "members of a deliberating group predictably move toward a more extreme point in the direction indicated by their members' pre-deliberation tendencies," he suggested that group polarization poses the great danger of legitimizing extremist — and at times, violent — viewpoints. Furthermore, he claimed, "when like-minded people ... meet regularly, without sustained exposure to competing views, extreme movements are all the more likely."

Particularly during the present times of armed conflict in the Middle East, Sunstein expressed concern about "like-minded people who talk, or even live, much of the time, in isolated enclaves." Enclave deliberation, he said, is "a potential danger to social stability, a source of



social fragmentation or even violence." When social influence and "limited argument pools" decrease the likelihood that alternative views are expressed, extremism flourishes," he said.

Minority groups often depend on enclave deliberation because they are able to come together and give voice to unpopular viewpoints with some sense of security, he said. Sunstein suggested that "any shift — in technology, norms, or legal practice — that increases the number of deliberating enclaves will increase the diversity of society's aggregate 'argument pool' while also increasing the danger of extremism and instability, ultimately even violence." Sunstein said that deliberation is undermined when social dynamics, not arguments, cause the movement of ideas within groups

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APPC GRANT:

Impacts of Closed Captioning

The National Captioning Institute has provided the Annenberg Public Policy Center with a 9-month \$75,000 grant to examine the impact of new federal legislation requiring video providers to offer at least 450 hours of captioned new programs per channel per quarter. Senior Research Investigator Amy Jordan will direct a team of ASC graduate and undergraduate students looking at closed captioning requirements from three perspectives:

- 1 Audiences for captioning — primarily audience members who are deaf but also those who use it to bolster their understanding of English, those who have difficulty hearing television, and those who may use it in noisy settings, such as airports or gyms;
- 2 Industries charged with providing the captioning — producers, television networks, local stations and captioning service providers; and
- 3 The programming itself — the amount and quality of captioning that currently exists and airs in Philadelphia (a large broadcast market) as well as samples of local news programming in small and mid-size markets.

“There are no current studies that examine how the closed captioning mandate is being implemented by the industry or received by the public,” said Jordan. “The Federal Communications Commission requires that stations submit information about the captioning of programs and their caption providers, but it does not audit the veracity of the claims nor does it examine the quality of the captioning.”

“Given that virtually all new programming will be required to be closed captioned by 2006, it is important to assess whether existing efforts are meeting the letter and spirit of the government mandate and whether audiences feel their needs are being met through current captioning services,” she added.

The project will provide feedback to policymakers on the impact and implementation of the captioning mandate, and offer guidelines to caption providers so that they may better meet the needs of their audiences.

APPC Receives

Two Grants from the Packard Foundation

THE ANNENBERG PUBLIC POLICY CENTER was recently awarded two new grants from the David and Lucile Packard Foundation totaling over \$470,000. Both grants, slated to extend through late 2002, seek to improve communication and message strategy around children's issues.

As part of the first grant, APPC will convene a series of meetings with representatives from different sectors of society to determine how they view children's issues. Among the sectors being considered for meetings are organizations focused on seniors, the media, the justice and legal community, and business. The goal of these meetings is determining what motivates these groups to action on behalf of children, what activities they are currently engaged in, and what issues they see as directly related to children. Based on these meetings, APPC will formulate recommendations for the foundation on communication and message strategy to further engage these sectors in support of children's issues in the future.

The second grant focuses specifically on issues related to the field of early childhood development. APPC will conduct an evaluation of the public messages child advocacy organizations are using to build support for young children and families. Researchers will collect the media and education materials these groups have developed (press releases, newsletters, issue briefs, reports, speeches, etc.) and conduct a thorough rhetorical analysis of the materials. In addition, APPC will examine the polling being done by these groups. APPC will sort out the message terrain to determine what metaphors are being used and what frames are being used to characterize these issues. The research will also determine the target audiences for the messages and whether the messages being used by the various groups are compatible. A report will detail the findings of the analysis and include recommendations on overall messaging for improving support of early-childhood initiatives. APPC will convene a meeting with leaders of the early-childhood community to disseminate and refine the findings.

The two projects are led by Dean Kathleen Hall Jamieson in conjunction with Lorie Slass, Director of the Washington Office of the Annenberg Public Policy Center.

APPC RECEIVES CARNEGIE GRANT

to Study Issue Advocacy Ads →

The Annenberg Public Policy Center has received over \$300,000 from the Carnegie Corporation of New York to examine inside-the-beltway issue advocacy efforts for 2001–2002.

During the 1999–2000 cycle reporters and scholars paid a great deal of attention to candidate issue ads. The number of groups running issue advertisements around candidates greatly increased and hundreds of millions of dollars were spent to implicitly advocate the election or defeat of a candidate. While there was a great deal of attention on candidate issue ads, there was little focus on legislative or policy issue ads — ads that seek to influence the outcome of specific legislative proposals, regulations, or build support for increased or diminished government action around an issue. These ads most often run in Washington, DC on television or in the major papers and trade publications.

In the past, APPC has studied the influence of issue advertising on the health care debate in 1993 and the tobacco legislation debate in 1998. During the ‘tobacco wars’ an unprecedented amount of money was spent by the tobacco industry to defeat legislation. That advertising effort eclipsed the opposition, as anti-smoking organizations were outspent 40-to-1. In addition, ads on both sides were often misleading. Previous Annenberg School research has found that the tobacco industry was able to stall tobacco legislation and then deny it a floor vote.

“Groups that have the ability to fund major legislative issue advocacy campaigns can play a role in determining the outcome of the legislative battles,” noted Lorie Slass, director of the Washington office of APPC. “The APPC research will examine whether that process leaves some important voices out of the debate.”

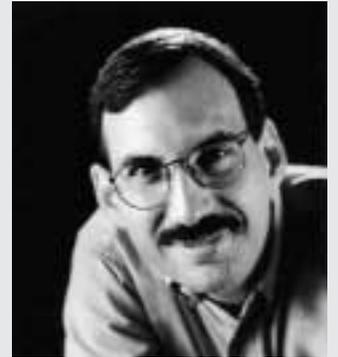
The research has three parts: (a) the collection and analysis of issue advocacy advertising content, spending, and air data for broadcast and print ads running in the

Washington, DC media market and information about sponsoring organizations and activities, (b) the expansion, maintenance, and promotion of an “IssueAds@APPC” Internet site, which will make the data available for all, and (c) regular promotion and dissemination of information through traditional press channels.

Dean Kathleen Hall Jamieson will direct the research, with Erika Falk and Lorie Slass, both of the Washington office of the Annenberg Public Policy Center, managing the project.

Turow Receives Grant

(continued from page 1)



“Instead of bill numbers and budget figures,” he added, “policy issues are portrayed through the lives of ‘real’ human beings, often in life and death situations.”

The Kaiser study will examine the ways in which key policy issues on the health care agenda have been framed in primetime TV dramas centered in health institutions or featuring health providers as the leading characters. During the just-completed television season, there were a record number of such shows, including *ER*, *Gideon’s Crossing*, *City of Angels*, *Third Watch*, *Providence*, and *Strong Medicine*. The study will analyze the entire season’s worth of episodes from each of these shows, a total of about 125 hours of TV content. This approach will differ from many TV content studies in that the Annenberg School team will examine far fewer shows but look at many more episodes of each show. This approach will allow the researchers to explore the portrayals in much greater depth and follow story arcs as they evolve throughout the season.

When the study is completed, the Kaiser Family Foundation plans to distribute it to the health policy and television programming communities.

Cass Sunstein Delivers Annenberg Lecture

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of any size. A solution to the dilemma posed by enclave deliberation, he said, is to make sure that they are not separated from other enclaves with opposing views and that, at times, there is an exchange of ideas.

Sunstein stressed the importance of shared experiences, “including shared communications experiences which can make diverse people believe rightly that they’re involved in a shared endeavor and seeing one another as fellow citizens who sometimes need help.” He warned that the Internet may exacerbate the tendency of people to only be exposed to a particular viewpoint. Rather than read general-interest magazines and newspapers, he said, people are visiting Web sites reflecting a single viewpoint. He suggested that one solution to the problem would be for Web sites reflecting a single viewpoint to link to the Web sites of organizations that hold the opposing viewpoint.



Leonore Annenberg with Cass Sunstein

Sunstein ended his lecture by explaining that “one of the most important lessons is among the most general. It is desirable to create spaces for enclave deliberation without insulating enclave members from those with opposing views, and without insulating those outside of the enclave from the views of those within it.”

Ambassador Leonore Annenberg attended this year’s Annenberg Lecture, which was instituted in 1991 by Annenberg School alumni to honor the contributions to the School of Ambassadors Walter and Leonore Annenberg.

A Toast to the Annenbergs

At a dinner following the Annenberg Lecture, Susan Sherr (MA '97, PhD '01) offered a toast to the Annenbergs on behalf of the alumni.

“Acts of generosity great and small have the power to create change. Those of us who are recipients of the Annenbergs’ great generosity recognize this truth in our own lives. We may have been uncertain as to whether the goals we set out for ourselves would be achievable, not knowing whether barriers could be overcome. Unquestionably, the remarkable education and unique experiences made possible through the vision of the Ambassadors Annenberg have overcome countless obstacles and set us on paths toward success. We hope our achievements bring pride to those who made them possible.

“Being one of the numerous beneficiaries of the Annenbergs’ benevolence has meaning beyond our individual lives. Whether it is walking through the galleries and rotundas of Philadelphia’s great institutions or meeting a child whose education has been improved by the work of the Annenberg Foundation, we feel part of something larger than ourselves. We are part of a family of people and institutions that do better work and are better able to



FROM SUSAN SHERR

serve and enrich our communities, our country and our world because of the leadership of the Ambassadors Annenberg.

“In this time when the way information is communicated has ultimate power to embolden, terrify, unify, or divide, we who have benefited from an Annenberg education have a responsibility to serve as monitors and messengers. We should encourage freedom of communication and insist that communication occur in a way that upholds the dignity of our ideals and does not degrade our society.

“We can do this because we have a mission laid out for us by the Ambassadors Walter and Leonore Annenberg.

“On behalf of all graduates of the Annenberg School for Communication, allow me to raise a glass in gratitude to the Ambassadors Annenberg who gave us the wherewithal to achieve our own goals and the capacity to serve a greater good.”

A New Look for the ASC Web Site

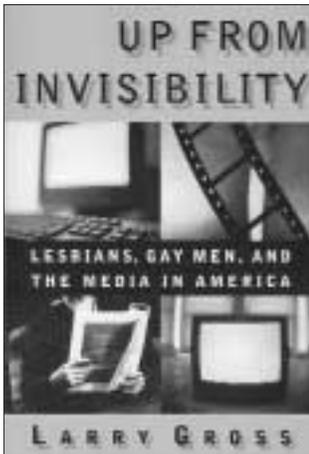


On October 1, 2001, the new Annenberg School Web site was launched, with the collective input of faculty, students, and staff. The development of a fresh, integrative look for the new ASC Web site was managed by Hannah Kliger and Debra Williams, with the professional involvement of PowerDesign. The new design was implemented by the ASC computer team, who continue to monitor and update the site. The homepage features links to general information, prospective students, current students, faculty, curricular information, ASC library, the Annenberg Public Policy Center, alumni news, and other related links.

Visit the site at <http://www.asc.upenn.edu>. To update your personal or professional information, click on “Alumni News” and then click on “Update Alumni Profile.”

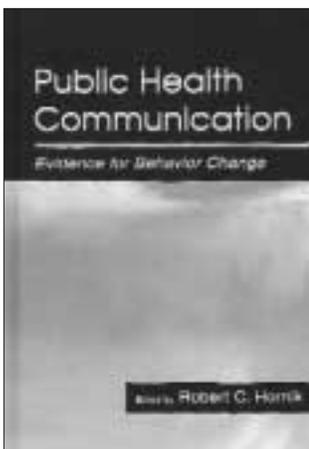
Faculty

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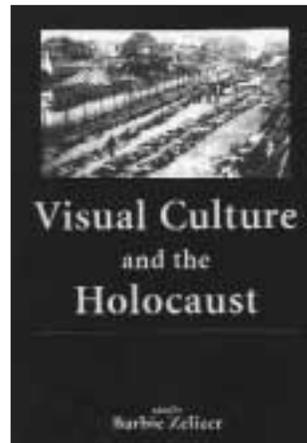
LARRY GROSS, *Up From Invisibility: Lesbians, Gay Men, and the Media in America* (Columbia University Press, 2001) examines the emergence of lesbian and gay Americans from the shadows of invisibility and their entrance onto the playing fields of politics and culture. The book focuses on the role of media in bringing together a self-conscious community that was able to orga-

nize a movement and demand change. At the same, it discusses the role of media in portraying gay people to the majority and to gay people themselves in ways that perpetuated harmful stereotypes and, eventually, also in ways that began to reverse some of that harm.



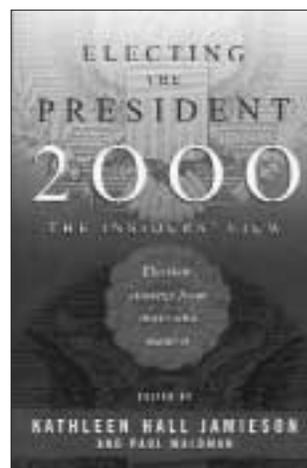
ROBERT HORNIK, ED., *Public Health Communication: Evidence for Behavior Change* (Lawrence Erlbaum Associates, 2001) argues the case that public health communication has affected health behavior. The book brings together 16 studies of large-scale communication interventions in a variety of substantive health areas — tobacco, drugs, AIDS, family planning, heart disease, childhood disease,

highway safety — showing important effects and illustrating the central conditions for success. The book also includes approaches to developing communication interventions and alternative methods for evaluation of public health communication projects. It includes studies based on communication programs in the United States, as well as projects in Europe, Africa, Asia, and Latin America.



BARBIE ZELIZER, ED., *Visual Culture and the Holocaust* (Rutgers University Press, 2001) considers the increasing number of works that claim to give access to the Holocaust, asking for whom these images are intended and how effective they are at promoting remembrance and understanding. Zelizer has gathered essays from internationally renowned scholars representing a broad range of

disciplines to consider both the traditional and the unconventional ways in which the Holocaust has been visually represented. In addressing film, painting, photography, museum exhibits, television, the Internet, and the human body itself as venues for these representations, the essays explore the abilities of these different genres to testify to the tragedy, particularly in relation to the horrific historical fact they seek to translate.



KATHLEEN HALL JAMIESON AND PAUL WALDMAN, EDs., *Electing the President 2000: The Insiders' View* (University of Pennsylvania Press, 2001) digests a unique day-long discussion in which top strategists from the Bush and Gore campaigns explained their decisions, questioned each other, took questions from scholars and students, and wondered about what might have been. It also

presents a first look at the election through the filter of the Annenberg 2000 Survey.

FACULTY News

Joseph Cappella addressed the National Institute on Drug Abuse's Second Annual Conference on Drug Abuse Prevention Research in Washington, DC on August 9, 2001, on "How the Media Can Change Behavior." He delivered a talk on "The Impact of Public Discourse on Cynicism" to the 50th Annual Meeting of the Japan Society for Studies in Journalism and Mass Communication in Tokyo on October 7, 2001. He also spoke at Kyoto's Doshisha University on October 9 on "Media Cynicism in the United States."

Oscar Gandy was appointed the first Phyllis and Gerald LeBoff Distinguished Visiting Scholar at the Department of Culture and Communication at New York University for the fall 2001 semester, where he taught a seminar on privacy and gave a public lecture on "data mining" on November 15. He also co-edited (with Steve Reese and August Grant) *Framing Public Life* (Lawrence Erlbaum, 2001) in which he wrote the closing chapter.

Klaus Krippendorff delivered one of two keynote addresses at the American Society for Cybernetics in Vancouver, Canada on May 27, 2001. At those meetings, he was presented with the Norbert Wiener Medal for Cybernetics in Gold.

Carolyn Marvin was promoted to Professor of Communication.

Vincent Price presented an invited colloquium to the Center for Political Psychology at the University of Minnesota, October 26 and 27, 2001 on "Deliberation and Its Impact." The paper drew upon recent findings from the Annenberg Public Policy Center's *Electronic Dialogue* project, funded by The Pew Charitable Trusts.

Barbie Zelizer presented "On the Boundaries of Memory" at the Conference on Framing Memory at Syracuse University in September 2001. She also gave the J. Jeffrey Auer Lecture in Political Communication on "The 'As If' of Visual Rhetoric," the Keynote Address at the Conference on Visual Rhetoric at Indiana University in September 2001 and a lecture on "Women and Holocaust Photography" at the Thirteenth World Congress of Jewish Studies in Jerusalem, Israel, August 2001.

NEW DIRECTIONS FOR Graduate Study at ASC

By Joseph Cappella, Dean for Graduate Studies



Starting with the class entering September 2002, the Annenberg School for Communication will be admitting graduate students directly to the Ph.D. program after completion of their undergraduate degrees. In the past, students admitted to the Ph.D. program were required to complete an appropriate Master's thesis first, either the Master of Arts (MAC) degree in Communication at the Annenberg School or original thesis research pertinent to communication studies in another graduate program.

This change in admission practices was the result of extensive debate and deliberation by the faculty at ASC. The deliberations began during the fall semester of 1998, intensified at a faculty retreat on the Monterey peninsula in California in May of 1999, and culminated in the adoption of a new Ph.D. structure in December of 2000. An external review group of distinguished scholars in communication reviewed the changes in April of 2001, giving its blessing in a written report to the provost and president of the University of Pennsylvania.

The direct admission to the Ph.D. program was adopted for a number of reasons. Upon completion of the MAC degree at Annenberg, students were required to apply to the Ph.D. program in the same way that students outside Annenberg were. This process was distracting and cumbersome, creating

uncertainty for students anxious to move forward in advanced studies. Other Ph.D. programs in the field did not require students to reapply once completing their Master's thesis research. Graduate students who choose not to pursue the Ph.D. degree will still be able to earn an M.A. in Communication by completing the necessary coursework and writing a research paper under faculty direction.

Other changes in graduate study were also adopted. Students will be funded for a longer period to allow preparation to take qualifying examinations and to complete the dissertation proposal. In order to insure broad exposure to communication scholarship, students will be required to satisfy distribution requirements in their course selections. Qualifying examinations will be administered at fixed times by faculty committees in three broad areas: Influence of Communication, Communication and Culture, and Communication Institutions.

For more detailed information on graduate study in Communication at the Annenberg School contact Ms. Beverly Henry, Graduate Studies Coordinator, (215) 898-7041, or bhenry@asc.upenn.edu.

Media Coverage of Suicide →

RECOMMENDATIONS FOR REPORTERS

- > Convey that effective treatments for suicidal conditions are available.
- > Acknowledge the deceased person's problems as well as more positive aspects of his/her life.
- > Investigate the multiple causes for a suicide.
- > Don't overly dramatize the impact of a suicide by focusing on grieving relatives and friends or by publishing accounts of adolescents' suicide attempts.
- > Don't exaggerate trends in suicide rates.
- > Avoid referring to suicide in the headline.
- > Describe the deceased as having "died by suicide" rather than "a suicide" or having "committed suicide."
- > Contrast "suicide deaths" with "non-fatal attempts" rather than "successful," "unsuccessful," or "failed."

A new study released by APPC's Adolescent Risk Communication Institute indicates that the media continue to perpetuate a dangerous and untrue link between suicide and the winter holiday season. According to the study, 48 percent of newspaper stories about suicide from December 15, 2000 to January 15, 2001 attributed the deaths to the holidays, while another 44 percent suggested an association between suicide and the season. This mirrored the previous year's data in which 49 percent of stories were found to have direct attribution, and 36 percent implied a connection.

"While it might make the story more interesting to make a connection between Thanksgiving, Christmas, or New Year's and a suicide, the fact of the matter is that reporters who make that connection are making a link that just doesn't exist," said Dean Kathleen Hall Jamieson, who carried out the study along with the Institute's research director, Dan Romer. On the contrary, findings show that there is no surge in suicides

during the winter months in the U.S.; rather, an increase occurs during the spring.

Researchers explain the perpetuation of the holiday-suicide link myth by noting that there is very little interest in challenging it, and journalists have tended to institutionalize the link by often covering the same story on an anniversary schedule. Readers may also find an association between the holidays and suicide an unusual, alluring explanation. Dr. Herbert Hendin, medical director of the American Foundation for Suicide Prevention, added, "Reporters often sound disappointed when they hear it isn't true."

Earlier in 2001, APPC worked with the American Foundation for Suicide Prevention, the Centers for Disease Control and Prevention, the National Institute of Mental Health, the Office of the Surgeon General, and other public health organizations to develop a set of specific recommendations for the media on how to report acts of suicide.

Current reporting of suicide tends to romanticize the act and describe the method in detail. Suicide is also often explained as the

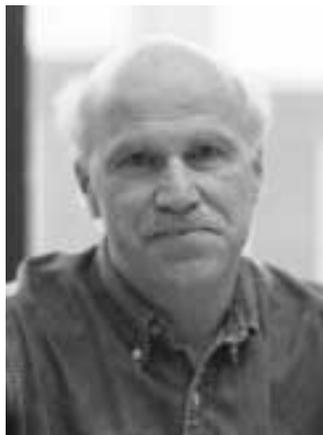
result of a recent painful event without much attention to longer-term conditions such as mood disorder or alcohol dependence. According to the researchers, these reporting practices increase "suicide contagion," encouraging imitation in some people who have suicidal tendencies.

Recommendations for the media are aimed at reducing the contagion effect by emphasizing that tendencies to take one's own life are explainable, recognizable, and, most importantly, treatable. Providing extensive guidelines for writing articles—from using the appropriate angle to writing with appropriate language—the researchers urge reporters to emphasize opportunities for suicide prevention, including the identification of warning signs and likely causes, such as mental illness. They also suggest writing stories about real trends in the suicide rate, debunking myths, advances in treatment, and people who have overcome depression without attempting suicide.

APPC'S MEDIA AND THE DEVELOPING MIND:

A Jungle of Children's TV

BY AMY JORDAN, APPC SENIOR RESEARCH INVESTIGATOR



Dan Romer

United States Surgeon General David Satcher applauded the new recommendations, noting that they were consistent with the new National Strategy for Suicide Prevention. "Reaching out to the media is a priority goal for our National Strategy for Suicide Prevention," said Satcher. "We hope media outlets will take note of these recommendations and help educate their readers and viewers about the steps they can take to prevent suicide."

APPC recently obtained a \$275,000 follow-up grant from the Robert Wood Johnson Foundation to disseminate the media recommendations to news organizations, journalists and the public health community.

*Excerpted from
The Philadelphia Inquirer
Opinion Page, Monday,
January 14, 2002*

"Annenberg Public Policy Center studies have uncovered more than 300 different children's programs airing on two dozen channels in one sample week. It is a lot to keep up with. Our national telephone surveys clearly illustrate that parents don't know where to look beyond the highly visible children's channels (such as Nickelodeon) or the programs they grew up with (such as *Sesame Street*).

Did you know, for example, that the commercial broadcast networks offer educational children's fare? They do this as part of their public interest obligation — a trade-off that gives the stations a free license in exchange for giving something back to the audience. The policy is widely known as the "Three-Hour Rule" because it requires stations to air three hours a week of educational children's programming to get their

licenses renewed expeditiously. The rule applies to the "free" channels (such as ABC, CBS, and Fox), so, theoretically, you can find something enriching for your child to watch even if you don't get cable.

The mandate has made some difference in the state of children's television. In the preceding decades it had been dominated by toy-based, violence-laden cartoons. Our analyses of the broadcasters' post-regulation lineups reveal that the stations are, by and large, offering the minimum three hours a week of programs they consider to be educational.

But our telephone interviews and focus group discussions with parents of school-age children indicate that the broadcasters' efforts have gone largely unnoticed. This is not particularly surprising. It is nearly impossible to learn which shows are supposed to be educational. You won't find them labeled as such in newspaper television guides, and broadcasters seem loath to provide clear on-air labels. The networks say that if children know it is



supposed to be educational they won't watch it, but cynics say that the networks are afraid that attentive viewers will call them on their dubious claims. (Indeed, we found several examples of programs with minimal educational value, but they were the exceptions rather than the rule.)

Parents need to know that the programs exist. And they probably need help from sources like the *Inquirer* to find them."

Deliberation, Democracy & the Internet



Joseph Cappella (right) responds to a question from the audience, joined by panelists John Gastil, and ASC graduate student Lilach Nir.



Vincent Price and ASC graduate students discuss the conference.

ON NOVEMBER 10, 2001, THE ANNENBERG PUBLIC POLICY CENTER AND THE PEW CHARITABLE TRUSTS CONVENED A SYMPOSIUM OF NATIONAL SCHOLARS ON “DELIBERATION, DEMOCRACY, AND THE INTERNET” AT THE NATIONAL PRESS CLUB IN WASHINGTON, DC.

Led by ASC Associate Professor Vincent Price and Professor Joseph Cappella, the gathering of prominent scholars addressed questions relating to citizen engagement in political life, social connections among citizens, the role of citizen discussion and deliberation, and the place of the Internet in civic culture.

Price presented an overview of ASC’s *Electronic Dialogue 2000* project, a study that aims to test the contributions of deliberation and group discussion to opinion quality. The project was supported, in part, by grants from The Pew Charitable Trusts.

Sandra Ball-Rokeach of the University of Southern California presented material on the connections between story-telling and collective efficacy, discussing how communication networks contribute to sustaining civil society. Shanto Iyengar of Stanford University shared findings from his recent project on how citizens would search election-related information supplied directly from candidates on CD, which they could peruse on their computers at leisure.

“I believe,” said Iyengar, “that people prefer listening to Al Gore and George Bush than to listening to Sam Donaldson or Tom Brokaw, or whichever pundit happens to be on that particular day.”

Several presentations explored the value of citizen deliberation. Professor Joseph Cappella and ASC doctoral student Lilach Nir discussed online deliberation and measures of opinion quality as found in the *Electronic Dialogue* project. James Fishkin, University of Texas, shared his work on deliberative polling and deliberative democracy. John Gastil, University of Washington, discussed ways to explore data about group discussion, assessing elements of ideology, attitude change, and deliberation in small groups.

One panel specifically addressed civic engagement and social capital. Professor Price and ASC doctoral student Danna Goldthwaite discussed connections between deliberation, civic engagement, and social trust, proposing that deliberation fosters social engagement. Dhavan Shah, University of Wisconsin–Madison, presented a paper on “‘Connecting’ and ‘Disconnecting’ with Civic Life,” assessing whether the Internet displaces or tightens social and civic relationships. Paul Resnick, University of Michigan, discussed roles for information systems and technology design in increasing social capital.

A final panel focused specifically on politics and the Internet. John Horrigan of the Pew Internet and American Life Project discussed online communities, reporting on a study that asks how people engage with online groups. Professor Pippa Norris, of Harvard University’s Kennedy School of Government, discussed the impact of news media on campaign learning, which she illustrated with data from her recent study in Britain. During the question period following this panel, Dr. Norris observed, “If the public feels that there is something at stake in the election then they’ll pay attention, and if they don’t, then I don’t think that the media is able that much to really stimulate artificially those natural conditions. So it’s politics which matters more than the media in these sorts of contexts, I’m afraid.”

Other symposium attendees included Lew Friedland, University of Wisconsin–Madison; Scott Keeter, George Mason University; and Michael Weiksner, E-thepeople.org. Additional scholars from ASC included ASC Professor Elihu Katz and graduate students Clarissa David, Masaki Hidaka, Son-ho Kim, Marci McCoy, Anca Romantan, and Jenny Stromer-Galley, as well as Lisa Rand, project administrator for the *Electronic Dialogue 2000* project.

FIGHTING THE SPREAD OF HIV in Teens

It is called “Be Proud! Be Responsible!” and it is a campaign to stem the rapid spread of HIV among urban adolescents—an important, yet largely neglected, population in the war against AIDS. The campaign was designed by Annenberg School Professor John B. Jemmott, his wife, Loretta Sweet Jemmott, Professor of Nursing at the University of Pennsylvania, and other research collaborators. And now “Be Proud! Be Responsible!” has been identified as a model intervention by the United States Centers for Disease Prevention and Control.

In developing the program, the Jemmotts used practical information collected from focus groups in the inner cities of Philadelphia, Trenton, New

Brunswick, and Newark, New Jersey, along with theories of social cognition and planned behavior. The inner-city adolescents talked about their beliefs about HIV and AIDS, their sexual behaviors, why they engaged in sex, and their feelings about safer sex.

A typical intervention in the campaign involves a group of six to eight adolescents and one adult facilitator engaged in activities that are fun as well as educational. Videos, “rap sessions,” and AIDS-knowledge games help keep the kids engaged. In an activity called AIDS basketball, for example, teens divide into teams and score points for correct answers to questions about AIDS. John Jemmott hopes such efforts will influence attitudes, which in turn will change behavior. Adolescents, he notes, are particularly

at risk because almost half of inner-city youth have had sex by age 13 and most of them believe they are invulnerable. While interventions discuss abstinence as the most effective way to prevent AIDS and other sexually transmitted diseases, they also deal openly with condoms, including lessons on how to use them effectively.

Although the lessons are aimed at boys and girls, particular emphasis is placed on showing girls how to assume the initiative and learn self-confidence. For a young African-American woman, confidence in herself and the ability to marshal a convincing

argument to a partner are critical. According to Loretta Sweet Jemmott, “Slightly more than 50 percent of women with AIDS are African-American women. And since babies are often infected by the mother, it’s roughly the same percentage for pediatric cases.”

The Jemmotts and their collaborators are looking forward to the implementation of “Be Proud! Be Responsible!” on a national scale. Their research shows that in the four cities in which the pilot program has been implemented, participants knew more about AIDS, had more positive attitudes toward safer sex, and reported engaging in fewer risky sexual behaviors than did non-participants.



John B. Jemmott

IF YOUR 50TH BIRTHDAY is on the horizon, you will soon be the recipient of a “Dear Friend...” letter that officially welcomes you into the second half of your life with an invitation to become a member of AARP. But if you are an Annenberg School alum, take solace on the route to your mid-life crisis by looking at who signed your letter: fellow ASC alumnus William D. Novelli (MA '64), who became AARP's CEO in 2001.

Novelli, who started his career in marketing and advertising, selling pet food and laundry detergent, became interested in the notion of marketing ideas and causes and started his own public relations firm, Porter Novelli, dedicated to “social marketing.” (Today, Porter Novelli, founded with fellow Penn alumnus John Porter, is one of the largest PR companies in the world.) In the early 1990s, Novelli turned directly to the social welfare arena, taking on the job of chief operating officer of CARE International. A few years

WILLIAM NOVELLI

Alumni Profile



courtesy of AARP

later, he took on the task of fighting to keep teens from smoking when he became the head of the Center for Tobacco Free Kids.

In joining AARP, Novelli believes that, as in all of his past professional pursuits, communication will play a vital role. “A key question I have been asked by plenty of critics is whether AARP can appeal to the ‘Baby Boomers’ as well as be relevant to older members,” he said recently. “We have to answer that question in the affirmative. In fact, we are able to say that we are succeeding in signing up Boomers at the same rate as older people. And I think the real reason is good communication.” As an example, he pointed to the introduction of a new magazine called *My Generation* specifically targeted to baby boomers.

“Boomers have similar values and needs and wants to other generations—income security, health concerns, and planning for retirement. But they grew up in a different media environment, and so they process information differently. We have to have a new information mix for them,” Novelli said. And

that information mix is increasingly focused on the Internet. “We are finding that our younger members are very Internet active. They want choices and information.”

Novelli also noted that finding the right communication vehicles is essential in their outreach work to advocacy volunteers and to influential audiences in the academic, policy-making, and corporate worlds. “We want to be talking to each one in a different way,” he said.

Does he get a lot of chagrined responses from over-fifty friends and relatives about being the one to welcome them to middle-age? He answers with a story of his own. “When I was down in Dallas recently speaking to a business group, someone came up to me and said he’s not too worried about Osama bin Laden. He said he knows that when Osama turns 50, AARP will find him.”

Research in Presidential Libraries



For most undergraduates at the University of the Pennsylvania, a trip to the library to research a paper means heading for College Hall Green and the stacks of Van Pelt Library. But for the twenty or so students enrolled in Communications 398, taught by APPC's David Eisenhower,

researching papers on presidential communication means traveling to Simi Valley, California, Columbia Point, Massachusetts, or Independence, Missouri and poring through papers at the national presidential libraries.

The course is unique among university offerings in providing stipends for undergraduates to travel to the presidential libraries to do primary research on presidential speeches and other political rhetoric. The students' assignment is to write a 30-page paper based on a major event in presidential communication — and to do so using primary research either at the National Archives, the Library of Congress, or at one of the 11 presidential libraries throughout the country. Most students choose to visit the libraries.

In the five years he has taught the course, Eisenhower, director of APPC's Institute for Public Service, said he has seen "trends" in which presidents attract the interest of the undergraduates. "In the first year, the students tended to all focus on Ronald Reagan — the 'Great Communicator,'" he said. That focus has changed over the years, however. After the Clinton impeachment proceedings, he said, students seemed to gravitate to presidents from far earlier years, particularly John F. Kennedy and Lyndon Johnson.

More recently, they have diversified. In fall 2001, one student went to the Herbert Hoover Library in West Branch, Iowa, four visited the Franklin Roosevelt Library in Hyde Park, New York, three traveled to the Harry Truman Library in Independence, Missouri, and one visited the Dwight David Eisenhower Library in Abilene, Kansas. Three other students went to the Kennedy Library in Columbia Point, Massachusetts, four went to the Johnson Library in Austin, Texas, and two visited Jimmy Carter's Library in Atlanta, Georgia. Three more went to the Reagan Library in California, and one visited the George Bush Library in College Station, Texas.

Eisenhower noted the value of the libraries for his own research for two new volumes of a book he is currently writing about Dwight Eisenhower, his grandfather. One of the volumes focuses on President Eisenhower's farewell speech delivered on January 17, 1961, when he offered a warning about the rise of the "Military Industrial Complex."

"The thing that intrigued me about going to the presidential library and looking at that speech," he said, "is that there were 35 drafts of the speech on file. You see the original idea, and the better idea, and then, finally, the finished idea." Students get to experience that same discovery process, he said, when they have the opportunity to review drafts of speeches or the minutes of all the cabinet meetings leading up to the speech Harry Truman delivered presenting the Truman Doctrine.

"The resources available at the presidential libraries are tremendously underutilized," Eisenhower said.

etc...



David Eisenhower, director of APPC's Institute for Public Service, and his wife, Julie Eisenhower, with Ambassador Leonore Annenberg at the Annenberg home, Sunnylands, in Rancho Mirage, CA, in January 2002. Eisenhower and Dean Kathleen Hall Jamieson met with Ambassadors Walter and Leonore Annenberg to discuss recent activities of the Institute and the Policy Center, as well as future plans for the Annenberg School.

COMMUNICATION 802 VISITS WASHINGTON, DC...



Above: Dr. Vinton Cerf, co-founder of the Internet, addresses Annenberg graduate students in Susan Ness's seminar on "Communications, Technology, and Policy" during a field trip to Washington, DC in November 2001. Ness is a former FCC Commissioner and Distinguished Visiting Professor at the Annenberg School. Left: During the same visit, FCC Commissioner Kathleen Abernathy met in her office with Susan Ness's students.

POLITICAL COMMUNICATION 226 WELCOMES...

A number of notable visitors from the national political and media scene visited Dean Kathleen Hall Jamieson's undergraduate course on Political Communication in the fall 2001 semester to respond to questions from the students. They included:

- **Joe Lockhart**, former press secretary to President Bill Clinton
- **Mike Feldman**, former traveling chief of staff to Vice President Al Gore
- **David Ginsberg**, research director, Gore 2000
- **Anita Dunn**, strategist, Bradley 2000
- **Alex Castellanos**, strategist, Bush 2000
- **Katherine Seelye**, national political reporter, *New York Times*
- **Richard Berke**, national political reporter, *New York Times*



Castellanos



Lockhart (left) and Feldman

A L U M N I



M.A. & Ph.D. Program

Leah Binder (MA '95) has become executive director of the Healthy Community Coalition in Farmington, ME.

Jeremy Birkbeck (MA '72) has been named senior vice president and worldwide director-in-charge of J. Walter Thompson Co. in London.

Joseph Borrell (MA '95, PhD '00) has been appointed assistant professor of communication and journalism at Shippensburg University in Shippensburg, PA.

Carrie Brown (MA '01) is associate editor at CD Publications, a Washington-based organization that produces newsletters dealing with social policy and legislative developments.

Dara Carr (MA '92) is senior policy analyst at the Population Reference Bureau in Washington, DC.

Richard Clark (MA '64) is chair and professor in the Division of Educational Psychology and Technology at the University of Southern California.

Nancy Csaplar (MA '82) is vice president for television of Tom Snyder Productions in Watertown, MA.

Paul D'Ari (MA '85) is chief of the Wireless Telecommunications Bureau of the Policy and Rules Branch, Commercial Wireless Division at the Federal Communications Commission.

Greg Gable (MA '83) is director of corporate communications at Charles Schwab in San Francisco, CA.

Alice Hall (MA '96, PhD '01) is assistant professor of communication at University of Missouri in St. Louis, MO.

Tanya Hands Giles (MA '95) is director of research and planning for MTV's Nick-at-Nite and TV Land.

Paul Hennessy (MA '70) has become director of publications and editor of "Paths of Progress" for Dana-Farber Cancer Institute in Boston, MA.

David Gleason (MA '95, PhD '98) is director of the research and planning group of MTV's TNN (The National Network), where he oversees the channel's ratings, programs, and brand research.

Robert Hanke (MA'82, PhD '87) is course director of "TV as Culture and Communication" and "Popular Culture: Explorations in Theory and Practice" at York University in Toronto, Canada.

Joohoan Kim (MA '94, PhD '97) is assistant professor in the Department of Communication, Yonsei University in Seoul, Korea.

Kimberly Kirn (MA '01) is an instructor in the Communication Studies Department at Virginia Polytechnic Institute, and a research assistant at the Blacksburg Electronic Village.

Robert Krinsky (MA '92) is attorney advisor for the Federal Communications Commission in the Wireless Telecommunications Bureau of the Auctions and Industry Analysis Division.

Joseph Labrie (MA '00) has become associate project director for public affairs and communication for Roper Starch Worldwide in New York, NY.

Julius Litman (MA '73) is vice president for media research services at Greenfields Online in Wilton, CT.

A L U M N I



M.A. & Ph.D. Program

Donna Lloyd-Kolkin (MA '71) has become a consultant at Abt Associates in Bethesda, MD.

Anne Marie Mabilangan-Ozaeta (MA '93) is assistant vice president at Kalaw-Ledesma Group of Companies in the Philippines.

Andrew Maxfield (MA '94, PhD '97) is senior analyst at Peter D. Hart Research Associates in Washington, DC.

Nancy Morris (MA '88, PhD '92) has been invited to hold the Spring 2002 UNESCO Communication Chair at the Autonomous University of Barcelona, a one-semester visiting professorship that entails teaching a graduate seminar, doing research, and presenting guest lectures.

Susan Nasberg-Abrams (MA '00) is network research analyst at Univision in New York, NY.

Elizabeth Nisbet (MA '96) is director of special projects at Sesame Workshop.

Eleanor Novak (MA '90, PhD '94) has been awarded tenure and promoted to the rank of associate professor in the Department of Communication at Monmouth University, where she directs the High N. Boyd Minorities Journalism Workshop.

Phillip Parmet (MA '67) is a cinematographer in Los Angeles, CA.

Erika Prosper (MA '00) is director of research and account planning at GarciaLKS 360°, a Hispanic advertising agency in San Antonio, TX. She is directing a five-year, \$125-million campaign for the Centers for Disease Control and Prevention, aimed at steering Hispanic and Native American "tweens" (children ages 9-13) toward healthy positive activities and reducing their involvement in unhealthy behaviors.

Tracy Pruzan (MA '00) is a senior analyst at VH-1 in New York, NY.

Marsha Siefert (MA '89, PhD '00) is head tutor for doctoral studies in the Department of History at Central European University in Budapest, Hungary.

Avi Soudack (MA '82) is an instructional designer and usability consultant who develops training programs (media-based and face-to-face) for corporations, governments and educational institutions in Toronto, Canada.

Martin Spinelli (MA '64), president of Interaction Media, produced a documentary on "Life on Jupiter: The Story of Jens Nygaard, Musician." The documentary was broadcast on WNET Channel 13 in New York in Fall 2001 and selected as the lead program for the Hot Spring Documentary Film Festival.

Tracy Starck Mehan (MA '99) is qualitative project manager at Campus Market Research, Inc. in Pittsburgh, PA.

Nancy Vineberg (MA '92) has been named the director of marketing and public relations for the international research institute on Jewish women at Brandeis University.

John Edward White, Jr. (MA '77) is director of DVD sales at Sonic Solutions in Shorewood, WI.

Michael Willmorth (MA '84, PhD '88) has been named senior study director at Clearwater Research in Boise, ID.

Amy Branner presented a paper, "Politics in the Field: Access, Disclosure and Data Collection in Haines, Alaska," at the National Communication Association (NCA) conference in Atlanta, November 1, 2001.

Saskia Fischer presented a paper entitled "A European Identity Project: Its Complexities, Dangers and Difficulties" at the "Image of Europe Conference" held at the University of Southern Colorado, Colorado Springs, March 14-17, 2001.

Jessica Fishman was invited by the Center for Visual Culture at Bryn Mawr College to present her research on photojournalistic news norms and the coverage of tragedy on October 3, 2001. Along with Professor **Carolyn Marvin** she published a paper, "Violence in Newspaper Photographs as Cues to Group Identity: Re-examining Media Violence," in *Journal of Communication*.

Dannagal Goldthwaite and Associate Professor **Vincent Price** presented "Deliberation, Civic Engagement, and Social Trust" at the Annenberg Symposium on Deliberation, Democracy, and the Internet, November 10, 2001 in Washington, DC.

David Gudelunas presented a paper on "Online Communities in Theory and Practice: A Case Study of Planet Out" at NCA in Atlanta, November 2001.

Kate Kenski and Dean **Kathleen Hall Jamieson** presented a paper on "The 2000 Presidential Campaign and Differential Growths in Knowledge: Does the 'Knowledge Gap' Hypothesis Apply to Gender as Well as Education?" at the American Political Science Association conference in San Francisco, CA, August 2001. In November, Kenski presented "To E-Vote or Not to E-Vote? An Examination of Opinions About Internet Voting from Likely Voters in Arizona" and "Explaining the Gender Gap in Political Knowledge: Tests of Eighteen Hypotheses" at the Atlanta NCA meetings.

Lilach Nir delivered a paper, written with **Kate Kenski**, on "The Interdependencies of Political Disagreement, Information-Seeking, and Attention," at the 54th Annual Conference of the World Association for Public Opinion Research (WAPOR) in Rome, Italy, in September 2001.

Yariv Tsfati was awarded the Turner Prize for Best Student Paper at the 54th Annual Conference of the World Association for Public Opinion Research in Rome, September 2001.

Emily West presented "Civil Religion on the Airwaves: The Negotiation of Memory and History in Televised Collective Memory Projects in Canada" at the Atlanta NCA meetings. She also presented "Doing Masculinity: An Ethnographic Look at How Male Cheerleaders Negotiate their Participation in a Feminized Cultural Practice" in May 2001 at the International Communication Association Conference in Washington DC, co-authored with Dr. Laura Grindstaff.

Louise Woodstock published a paper on "Public Journalism's Talking Cure: An Analysis of the Movement's 'Problem' and 'Solution' Narratives" in *Journalism: Theory, Practice and Criticism* (2002). She also published "Skin Deep, Soul Deep: Mass Mediating Cosmetic Surgery in Popular Magazines," in *Communication Review* (2001) and "Hide and Seek: The Paradox of Documenting a Suicide" in *Text and Performance Quarterly* (2001).

Recent Theses *and* Dissertations

THESES

James Allen, The Three-Hour Rule and Local Children's Programs: Restoring the Balance Between Two Fundamental Public Interests (2000)

Jane Appleyard, Did Media Coverage of Tobacco Control Policy and the Tobacco Settlements Cause the 1997–1999 Decline in Teen Smoking? (2001)

Carrie Brown, The Challenges of Public Journalism: An Analysis of the *Philadelphia Inquirer's* Efforts to Better Connect with a Diverse Community (2001)

Ann B. Carey, Communities at College: Factors and Formation of Undergraduate Communities at the University of Pennsylvania (2000)

Stela Chincisan, Demonizing the Other: Ethnicity and Discourse-building in Transylvania (2001)

Gustavo Medeiros Dantas, From Subculture to Mainstream: A Flow of Male Fashion Diffusion in the 1970s (2001)

C. Nicole Dickerson, The Black Market: A Historical Analysis of Advertising and the African-American Consumer, 1950–1999 (2001)

Laura J. Ducceschi, A Descriptive Analysis of Patterns of Transparency Levels in Privacy Policies Among Various Firm Classifications: The Continuum of Transparency (2001)

Rebecca Dudley, Lesbians and Buffy the Vampire Slayer: Popular Culture, the Internet, and the Creation of Community (2001)

Laura Duff, Who Is This Movie For? Black and White Students' Predictions of the Film Audience (2000)

Cindy Gold, Criticism in the Corporate Self-Interest: The Case of *Entertainment Weekly* Reviews of Time Warner Films (2001)

Dannagal Goldthwaite, The Stiff Guy and the Dumb Guy: Priming Candidate Caricatures in Late-Night Comedy Programs and Moderating Effects of Political Knowledge (2001)

David Gudelunas, Meeting People Is (Virtually) Easy: Community and Personals Online (2001)

Mamiko Hada, Cultural Beliefs on Marriage and Romance in US and Japanese How-to Texts (2000)

Jennifer Hannah, An Examination of the Influence of Black Racial Identity on the Cultivation Effect (2000)

Kimberly Kirn, Bridging and Bonding Social Capital in an Online Public Sphere: The Case of MN E-democracy (2001)

Vanda Krefft, Hollywood in the Internet Age (2001)

Eric Krody, Photographs of the Whole Earth: A Case Study of How Photographs Communicate (2001)

Brenda Johnson, Effects of an HIV/STD Intervention and Questionnaire Medium on Behavioral Reporting (2001)

Elena Larsen, The Invisible Pipe: Promoting Wireless in Broadband Competition (2001)

Joseph Lawrence Labrie II, Can the Knowledge Gap Be Closed? The Effects of Deliberative Forums on the Knowledge Gap (2000)

Marina Levina, To Thine Own Group Be True: Social Identity Construction and Queer Youth Subculture (2000)

Bradford Linder, Audience Construction at a Public Radio, Call-in Talk Show: The Influence of Callers on Radio Times (2001)

Ying Ma, Meta-Review of Western and Chinese Film Reviews—A Comparative Discourse Analysis (2000)

Laurel Mackin, Going Public: New Strategies of Mediated Democracy (2000)

Suzanne N. Morse, Generation X's Civic Disengagement: What Can We Do About It? (2000)

Susan Nasberg, Local News Content and Television News Audiences (2000)

Jeffrey Niederdeppe, Predictors and Behavioral Outcomes of Parental Mediation of Television in the Home Media Environment (2001)

Lilach Nir, Contexts of Political Conversation: Contextual Effects of Mass Media, Neighborhood Cohesion, and Household Structure on Discussion of Local Elections (2000)

Ronald Nirenberg, Modes of Constructing the Masculine Body: An Autoethnographic Journey into Competitive Bodybuilding (2001)

Avril Orloff, The Three Faces of Anglo-Quebec: Representation of Social Identity in *The Montreal Gazette* (2000)

Chun Park, Body Image, Cultural Expectations and Men: The Role of Idealized Body Images in the Lives of Men (2000)

Amalia Prado, Effect of Political Knowledge on an Alternative Measure of Democratic Commitment in Young Democracies: The Bolivian Case (2000)

Erika Prosper, The Circulation of Mexican Cultural Identity—A Case Study of Advertising Agency and the U.S. Latino (2000)

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Recent Theses and Dissertations

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Tracy Pruzan, *Talking Bodies and Bodies Talking: How Mother-Daughter Relationships Interact with Pre-teen Body Image* (2000)

Jacob Sexton, *Maintenance of Journalistic Credibility in Response to Violations of Press Ethics* (2000)

Lesley Sillaman, *The Digital Campaign Trail: Candidate Images on Campaign Web Sites* (2000)

Tresa H. Udem, *Factors Affecting Discussion Quality: The Effects of Group Size, Gender, and Political Heterogeneity in Online Discussion Groups* (2001)

Emily West, *"Hold That Line!" Cheerleading, the Performance of Gender, and the Stigma of Femininity* (2000)

Karen Young, *Why Women Watch: Investigating Gender Differentiated Responses to Violent Films* (2001)

DISSERTATIONS

Sean Aday, *Public Journalism and the Power of the Press: Exploring the Frame Setting Effects of the News* (1999)

Stacey Davis, *The Role of Discrete Emotions in Advertising Context Effects* (2000)

James Devitt, *Whose News? How Television Fails Political Discourse* (2001)

Isabel Molina Guzman, *Culture in the Classroom: A Discursive Analysis of Conflict in Two Public School Districts* (2000)

Marc L. Ostfield, *Attack, Pain, and Danger in Group Life: "Thrown to the Wolves"* (2001)

David Park, *Putting the World on the Couch: Cultural Authority as a Dimension of Mid-Twentieth Century Popular Psychiatry and Psychoanalysis* (2001)

Marsha Siefert, *Mediating Opera for America: Magazine Biographies, Opera Singers, and National Identity* (2000)

Jo Stryker, *A Longitudinal Analysis of the Effects of News Media Messages on Health Behaviors* (2001)

John Sullivan, *Constructing the Cable Television Market in Latin America: A Structural Approach to Organizational Knowledge in U.S. Cable Networks* (2000)

Paul Waldman, *Deliberation in Practice: Deliberative Theory, News Media, and Political Conversation* (2000)

Richard Jeffers Wray, *Alternative Explanations: Examining Exposure Recall, Selective Perception, and Response Bias in the Evaluation of a Domestic Violence Prevention Radio Campaign* (2000)

Itzhak Yanovitzky, *Mass Media, Social Control, and Health Behavior Change: A Longitudinal Analysis of Media Effects of Drunk Driving* (2000)

Eric A. Zimmer, *For To All Those Who Have, More Will Be Given: The Matthew Effect, Nonprofit Organizations, and the Adoption of Internet Technologies* (2001)

ASC COLLOQUIUM SERIES FALL 2001

SEPTEMBER 28

Dr. Joseph Sherwin, Director of Regulatory Affairs, University of Pennsylvania, "Evolving Role of the IRB in Protecting Human Subjects at the University of Pennsylvania: Defining Human Subject Research"

OCTOBER 8

Greg Simon, Open Access Coalition, and **Howard Symons**, cable industry attorney, "Open Access or Pain in the Access? America's Cable Industry and Open Access Coalition"

OCTOBER 19

Calvin Skaggs, Producer, Lumiere Productions, Inc., "Local News...One Station Fights the Odds"

OCTOBER 25

Toby Miller, Professor of Cultural Studies and Cultural Policy, Director of Graduate Studies in the Department of Cinema Studies, Tisch School of the Arts, New York University, "Cultural Citizenship After September 11"

OCTOBER 26

Dr. Martin E. P. Seligman, Fox Leadership Professor of Psychology, Department of Psychology, University of Pennsylvania, "Positive Psychology"

NOVEMBER 30

David Grazian, Assistant Professor of Sociology, Department of Sociology, University of Pennsylvania, "Black and Tan Fantasy: The Symbolic Economy of the Chicago Blues"

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